

APSE Scotland Online Commercialisation Advisory Group Meeting – Friday 16 June 2023 10.30 AM to 12.00PM

Welcome for our Chair Cllr Tony Gurney, North Ayrshire Council

Agenda

APSE's Commercialisation survey: the results

Speaker: Louise Melville, Principal Advisor, APSE Scotland

This will provide colleagues with an opportunity for colleagues to understand what activities our UK wide member authorities are engaged in, areas of challenge and opportunities for innovation as well as the continued recovery activity post COVID.

Who's doing what across the services in Scotland – considering commercial strategies for 23/24 and beyond

Speaker: Group discussion

This will provide colleagues with the opportunity to share their own commercial experiences and what areas of focus feature within the commercial strategies for Scotland.

Commercialisation clinic: Any issue affecting service delivery including:-

- **Audit of advertising and sponsorship arrangements**
- **Addressing services – charging for street/ house naming and numbering**

This is the opportunity for attendees to discuss any challenges and solutions that councils are experiencing and adopting in relation to a particular issue

APSE Update

Louise Melville, Principal Advisor, APSE

About the meeting

This online meeting will be hosted using Microsoft Teams and those signing up to join the meeting will receive an online joining link. Any PowerPoint slides and a link to related briefings and research will be made available to participants after the

event. The chat function will also be available for participants to use as well as the opportunity to join in this online event through both video and audio facilities.

The meeting will end at 12.00 PM